AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1-31. canceled

32. (new) A method, comprising:

receiving a consumable item at a consuming device adapted to consume the consumable item;

transmitting a request from the consuming device to a device physically associated with the consumable item;

in response to the request, obtaining at the consuming device an executable consumption program, the executable consumption program to facilitate consumption of the consumable item by the consuming device.

33. (new) The method of claim 32, wherein the device physically associated with the consumable item is at least one of: (i) a consumable item package or (ii) a consumable item dispenser.

34. (new) The method of claim 32, further comprising:

based on said obtaining, arranging for an exchange of payment with at least one of: (i) a customer, (ii) a provider, or (iii) a third party.

35. (new) The method of claim 34, wherein the exchange of payment is performed via a payment identifier, the payment identifier being further associated with a payment in exchange for the consumable item.

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36. (new) The method of claim 32, wherein said obtaining is performed via at least one of: (i) a wireless device, (ii) a Bluetooth device, (iii) a communication port, (iv) a storage device, (v) an optical device, (vi) a magnetic device, or (vii) a device adapted to detect a material.

37. (new) The method of claim 32, wherein the consumable item comprises at least one of: (i) fuel, (ii) bandwidth, (iii) entertainment information, (iv) food, (v) paper, (vi) electricity, or (vii) information storage capacity.

38. (new) The method of claim 32, wherein the consuming device comprises one of: (i) a device that consumes the consumable item, (ii) a device powered by the consumable item, (iii) a vehicle, or (iv) a device adapted to transform the consumable item.

39. (new) The method of claim 32, wherein the executable consumption program is adapted to improve a consumption of the consumable item.

40. (new) The method of claim 32, further comprising:

selecting the executable consumption program based on at least one of: (i) information received from the consuming device, (ii) information associated with the consumable item, or (iii) an ambient condition.

41. (new) The method of claim 32, further comprising:

adjusting the executable consumption program based on at least one of: (i) information received from the consuming device, (ii) information associated with the consumable item, and (iii) an ambient condition.

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42. (new) The method of claim 32, further comprising:

dispensing the consumable item.

43. (new) The method of claim 32, further comprising:

verifying that the consuming device is authorized to receive the executable consumption program.

44. (new) A consuming device adapted to consume a consumable item, comprising:

a transmitter to transmit a request from the consuming device to a device physically associated with the consumable item;

a receiver to receive from the device physically associated with the consumable item an executable consumption program in response to the request; and

a processor to execute the executable consumption program to facilitate consumption of the consumable item.

45. (new) The consuming device of claim 44, wherein the device physically associated with the consumable item is at least one of: (i) a consumable item package or (ii) a consumable item dispenser.

46. (new) The consuming device of claim 44, wherein at least one of said transmitter and receiver is associated with at least one of: (i) a wireless device, (ii) a Bluetooth device, (iii) a communication port, (iv) a storage device, (v) an optical device, (vi) a magnetic device, or (vii) a device adapted to detect a material.

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47. (new) The consuming device of claim 44, wherein the consumable item comprises at least one of: (i) fuel, (ii) bandwidth, (iii) entertainment information, (iv) food, (v) paper, (vi) electricity, or (vii) information storage capacity.

48. (new) The consuming device of claim 44, wherein the consuming device comprises one of: (i) a device that consumes the consumable item, (ii) a device powered by the consumable item, (iii) a vehicle, or (iv) a device adapted to transform the consumable item.

49. (new) The consuming device of claim 44, wherein the executable consumption program is adapted to improve a consumption of the consumable item.

50. (new) A consumable item package, comprising:

a receiver to receive from a consuming device a request for an executable consumption program, the executable consumption program being to facilitate consumption of the consumable item by the consuming device; and

a transmitter to transmit the executable consumption program to the consuming device in response to the request.

51. (new) The package of claim 50, further comprising a storage device to store at least one of: (i) an executable consumption program database, (ii) an executable consumption program rule database, or (iii) a transaction database.

52. (new) The package of claim 50, wherein the device is at least one of: (i) a consumable item package or (ii) a consumable item dispenser.

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53. (new) The package of claim 50, wherein at least one of the receiver and transmitter is associated with at least one of: (i) a wireless device, (ii) a Bluetooth device, (iii) a communication port, (iv) a storage device, (v) an optical device, (vi) a magnetic device, or (vii) a device adapted to detect a material.

54. (new) The package of claim 50, wherein the consumable item comprises at least one of: (i) fuel, (ii) bandwidth, (iii) entertainment information, (iv) food, (v) paper, (vi) electricity, or (vii) information storage capacity.

55. (new) The package of claim 50, wherein the consuming device comprises one of: (i) a device that consumes the consumable item, (ii) a device powered by the consumable item, (iii) a vehicle, or (iv) a device adapted to transform the consumable item.

56. (new) The package of claim 50, wherein the executable consumption program is adapted to improve a consumption of the consumable item.

57. (new) The package of claim 50, further comprising:

a program selector to select the executable consumption program based on at least one of: (i) information received from the consuming device, (ii) information associated with the consumable item, or (iii) an ambient condition.

58. (new) The package of claim 50, further comprising:

a verifier to verify that the consuming device is authorized to receive the executable consumption program.

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